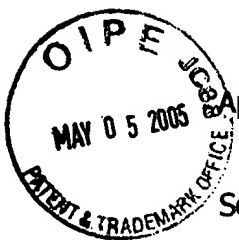


2616

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Jonathan E. Lowthert and Oleg Rashkovskiy
Serial No.: 09/766,126
Filed: January 19, 2001
For: Content With Advertisement Information Segment

§ Group Art 2616
§ Unit:
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§
§ Examiner: Huy Thanh Nguyen
§
§
§ Atty. Dkt. No.: BKA.0012US
§

POWER OF ATTORNEY BY ASSIGNEE

Under the provisions of 37 C.F.R. § 3.71, the undersigned assignee of record of the entire interest in the above-identified patent/patent application by virtue of a chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: Jonathan E. Lowthert and Oleg Rashkovskiy
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elects to conduct the prosecution of the application/maintenance of the patent to the exclusion of the inventor(s) or the assignee(s) previously entitled to conduct prosecution. The undersigned hereby declares that he has reviewed the above-referenced assignment and hereby declares that, to the best of his knowledge, title is in the Assignee, and further declares that all statements made herein of his own knowledge are true and that all statements made on information and belief are believed to be true. The assignee hereby revokes any previous powers of attorney and appoints the following practitioners to prosecute this application/maintain this patent and transact all business in the Patent and Trademark Office connected therewith:

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